

CLAIM SET AS AMENDED

1. (Original) A liquid crystal display device, comprising:
first and second substrates facing and spaced apart from each other;
a liquid crystal layer interposed between the first and second substrates;
a first polarizer formed under the second substrate and on the opposite side relative to the liquid crystal layer, the first polarizer being made of cholesteric liquid crystal;
color filters formed on the second substrate and facing the first substrate, wherein each color filter has one of a plurality of primary colors;
a black matrix formed in the boundaries between the color filters, wherein the black matrix is on the second substrate, and wherein the black matrix is made of the same material as the first polarizer; and
a backlight device arranged under the second substrate.

2. (Currently Amended) **[A] The** liquid crystal display device according to claim 1, wherein the color filters are made of the cholesteric liquid crystal.

3. (Currently Amended) **[A] The** liquid crystal display device according to claim 1, wherein the black matrix reflects the light that passes through the first polarizer.

4. (Currently Amended) **[A] The** liquid crystal display device according to claim 3, wherein the first polarizer transmits the light that is reflected by the black matrix.

5. (Withdrawn) A liquid crystal display device, comprising:
first and second substrates facing each other and spaced apart from each other;
a liquid crystal layer interposed between the first and second substrates;
a first polarizer formed on the second substrate and facing the liquid crystal layer, the first polarizer being made of cholesteric liquid crystal;
color filters formed on the first polarizer and facing the first substrate, wherein each color filter has one of a plurality of primary colors;
a black matrix formed in the boundaries between the color filters, wherein the black matrix is on the first polarizer, and wherein the black matrix is made of the same material as the first polarizer; and
a backlight device arranged under the second substrate.

6. (Withdrawn) A liquid crystal display device according to claim 5, wherein the color filters are made of the cholesteric liquid crystal.

7. (Withdrawn) A liquid crystal display device according to claim 5,

wherein the black matrix reflects the light that passes through the first polarizer.

8. (Withdrawn) A liquid crystal display device according to claim 7, wherein the first polarizer transmits the light that is reflected by the black matrix.

9. (Withdrawn) A liquid crystal display device, comprising:
a backlight device irradiating light;
a polarizer converting the light from the backlight device into a first circularly polarized light, the polarizer being made of cholesteric liquid crystal;
color filters coloring the first circularly polarized light into one of a plurality of primary colors;

a black matrix formed in the boundary between the color filters, wherein the first circularly polarized light is reflected by the black matrix and then passes through the polarizer; and

a reflective plate formed in the backlight device,
wherein the first circularly polarized light reflected by the black matrix and passing through the polarizer is converted as it reflected by the reflective plate of the backlight device into the second circularly polarized light,

wherein the second circularly polarized light is reflected by the polarizer and reaches the reflective plate,

wherein the second circularly polarized light reflected by the polarizer is converted into the first circularly polarized light, and then the first circularly

polarized light passes through the polarizer.

10. (Withdrawn) A liquid crystal display device according to claim 9, wherein the black matrix is made of the same material as the polarizer.

11. (Withdrawn) A liquid crystal display device according to claim 9, wherein the first circularly polarized light is a left-handed circularly polarized light.

12. (Withdrawn) A liquid crystal display device according to claim 9, wherein the first circularly polarized light is a right-handed circularly polarized light.

13. (Currently Amended) The liquid crystal **display** device according to claim 1, further comprising:

a retardation film formed on the first substrate and on the opposite side relative to the liquid crystal layer; and

a second polarizer formed on the retardation film.

14. (Currently Amended) The liquid crystal **display** device according to claim 1, wherein said primary colors are red, blue and green.

15. (Withdrawn) The liquid crystal device according to claim 5, further comprising:

a retardation film formed on the first substrate and on the opposite side of the liquid crystal layer; and

a second polarizer formed on the retardation film.

16. (Withdrawn) The liquid crystal device according to claim 5, wherein said primary colors are red, blue and green.

17. (Withdrawn) The liquid crystal device according to claim 9, wherein said primary colors are red, blue and green.

18. (Previously Presented) A liquid crystal display device, comprising:
first and second substrates facing and spaced apart from each other;
a liquid crystal layer interposed between the first and second substrates;
a first polarizer formed under the second substrate and on the opposite side relative to the liquid crystal layer, the first polarizer being made of cholesteric liquid crystal;

color filters formed on the second substrate and facing the first substrate, wherein each color filter has one of a plurality of primary colors;

a black matrix formed in the boundaries between the color filters, wherein the black matrix is on the second substrate, and wherein the black matrix is made of the same material as the first polarizer; and

a backlight device arranged under the second substrate,

wherein the first polarizer reflects right-handed circularly polarized light and the black matrix reflects left-handed circularly polarized light.

19. (Previously Presented) A liquid crystal display device, comprising:

first and second substrates facing and spaced apart from each other;

a liquid crystal layer interposed between the first and second substrates;

a first polarizer formed under the second substrate and on the opposite side relative to the liquid crystal layer, the first polarizer being made of cholesteric liquid crystal;

color filters formed on the second substrate and facing the first substrate, wherein each color filter has one of a plurality of primary colors;

a black matrix formed in the boundaries between the color filters, wherein the black matrix is on the second substrate, and wherein the black matrix is made of the same material as the first polarizer; and

a backlight device arranged under the second substrate,

wherein the first polarizer reflects left-handed circularly polarized light and the black matrix reflects right-handed circularly polarized light.

20. (Previously Presented) The liquid crystal display device according to claim 18, wherein left-handed circularly polarized light passes through the first polarizer, the left-handed circularly polarized light is reflected by the black matrix, the left-handed circularly polarized light passes through the first polarizer without

any polarization shift, the left-handed polarized light is reflected by a reflector and converted to right-handed circularly polarized light, the right-handed circularly polarized light is reflected by the first polarizer, and the right-handed circularly polarized light is reflected by the reflector and converted to left-handed circularly polarized light.

21. (Previously Presented) The liquid crystal display device according to claim 1, wherein the black matrix has 1 layer.

22. (Previously Presented) A liquid crystal display device, comprising:
first and second substrates facing and spaced apart from each other;
a liquid crystal layer interposed between the first and second substrates;
a polarizer formed under the second substrate and on the opposite side relative to the liquid crystal layer, the polarizer being made of cholesteric liquid crystal;

color filters formed on the second substrate and facing the first substrate, wherein each color filter has one of a plurality of primary colors;

a black matrix formed in the boundaries between the color filters, wherein the black matrix is on the second substrate, and wherein the black matrix is made of the same material as the polarizer; and

a backlight device arranged under the second substrate, wherein light from the backlight device interplays with the polarizer and the black matrix to improve light efficiency.